

**A STUDY ON ECOTOURISM PACKAGE TO WEST
MALAYSIAN TOURIST HANDLED BY CAT CITY
HOLIDAYS**

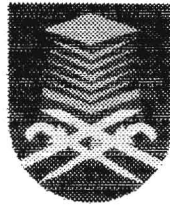
**MELISSA SUPANG MUSA
2002618811**

**Submitted in Partial Fulfillment of the requirement for
the Bachelor of Business Administration (Hons)
Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
ALOR GAJAH**

APRIL 2005

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
ALOR GAJAH**

“DECLARATION OF ORIGINAL WORK”

I, MELISSA SUPANG MUSA, (I/C Number: 831119135496)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: MelissaSupang

Date: 04/04/05

ABSTRACT

Cat City Holidays Sdn. Bhd. (CCH) was incorporated on 25 May 1989 and was taken over on 14 June 1999) by a young and dynamic team with vast experience in the tourism industry.

It is a tour operator licensed by the Ministry of Culture, Arts and Tourism Malaysia specializing in inbound and outbound tours, ticketing, and Meeting, Incentive, Conference and Exhibition (MICE) arrangements. Besides, van and coach rental services are also provided to customers. The vehicles are priced at competitive rates either self-driven or provided with a chauffeur driven service.

The study was conducted on West Malaysian tourists that come in February. Thus the study will predominantly determine the West Malaysian tourists profile and their interest towards the ecotourism products in terms of culture, nature and adventure. A total of 70 sets of questionnaires were distributed to Cat City Holidays in the middle of February. Out of 70, only 52 respondents returned their questionnaires to the company.

The finding was majority of the West Malaysian tourists came to Sarawak for holiday purpose. The tourists are interested to know the about diverse culture in Sarawak and also the historical sites and museum. Accommodation and facilities are the important elements in tourism industry. The tourists also agree that Sarawak has many places of interest and is an ideal place for ecotourism.

It recommended that the tour guide should be well-trained. Review the inter-governmental agreement regarding the immigration department policy to ease the West Malaysian to enter Sarawak. The education programme in school should be implemented to promote and create awareness about the importance of the tourism industry to our state. Infrastructure needs

significant investment and redevelopment and replacement to meet the demand and ability of the area to cater the tourists' needs. Theme park could be an added value to the ecotourism package.

TABLE OF CONTENTS

| | PAGE |
|------------------------|-------------|
| Acknowledgement | iv |
| List of Tables | v |
| List of Graphs | vii |
| Abstract | viii |

CHAPTERS

| | |
|--|-----------|
| 1. INTRODUCTION | 1 |
| 1.1 Background | 3 |
| 1.1 Problem Statement | 5 |
| 1.2 Research Objective | 8 |
| 1.3 Research Questions | 8 |
| 1.4 Significance of Study | 8 |
| 1.5 Scope of Study | 9 |
| 1.6 Limitations | 9 |
| 1.7 Definitions of Terms | 10 |
| 2 LITERATURE REVIEW | 11 |
| 3 RESEARCH METHODOLOGY AND DESIGN | |
| 3.1 Methods of Data Collection | 16 |
| 3.1.1 Primary Data | 16 |
| 3.1.2 Secondary Data | 17 |
| 3.2 Sampling Techniques | 18 |
| 3.2.1 Population/Sample Size | 18 |
| 3.3 Procedure for Analysis of Data | 18 |
| 4 FINDINGS AND DATA ANALYSIS | |
| 4.1 Respondents Particulars | |
| 4.1.1 Respondents based on Race | 19 |